

NCW
1969

MSgt & Mrs. Richard F. Bronson

14 December 1968

Mr. Edward Rochette, Chairman
National Coin Week, ANA
P.O. Box 2366
Colorado Springs, Colorado 80901

Dear Ed:

An idea for National Coin Week national publicity you might wish to consider. We tried unsuccessfully to start it locally both in Colorado and Kansas City (not completely unsuccessfully, but very limited and no way to get it out of locally that we could find).

There are several listings that most stores (department and grocery) go by to set up their seasonal advertising. The use of slogans is international on many things, so why not "Save your coins during National Coin Week with us?" Especially this year might be a great one for the grocery store push if you know more about who makes up the listings, who gives them to the stores/newspapers, etc. They are reminded by these listings to publicize Boy Scout Week, Girl Scout Week, Camp Fire Girls, now is the right time for fall clothes, now is the time to publicize apples, etc.

No ideas on where to start nationally, but it would be a great thing for numismatics if it could get started anywhere.

As soon as National Coin Week papers are ready, please forward at least one set. The Ward Parkway Shopping Center idea Rick came up with is going to be continued this year. Noticed recently that a club in Arkansas did the same thing-- Paul Whitnah's hand must have been in there somewhere. He belongs to Midwest Numismatic Association (the club that promoted it here). It certainly helped the clubs here with new members, and new collectors so about five attendees to Midwest say.

Thank you for showing us the home and headquarters. It would have been very disappointing not to have seen it after writing and going out of our way had we been taking a direct route back. Hope to see you again soon.

Sincerely,

Virginia

(Mrs.) Virginia Bronson

Happy Holidays
to all

DEC 10 1968

no
action
taken
1/3/69